

August 31, 2007

Newsletter No. 7

City of Cambridge Economic Development Division Newsletter

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Greetings from the Economic Development Division !

The start of fall brings new Workshops, Programs & Classes for entrepreneurs, businesses and residents.

For detailed descriptions and locations of these workshops you may click on the links provided or contact 617-349-6437 or rholmes@cambridgema.gov, or unless otherwise indicated. Pre-registration required.

For Minority or Women Business Owners

[SOWMBA Certification Workshop](#)

Quick Links...

- [Economic Development Division's Small Business Assistance](#)
- [City of Cambridge Calendar of Events](#)
- [Economic Development Staff Contacts](#)
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- [Economic Development Division Homepage](#)

Learn how minority or women-owned businesses can become state-certified vendors to work with state and local governments. Participants will receive instruction on completing certification, how to compete in public markets, and discuss other programs and services. **Upcoming session on Wednesday, Sept 5, 2007, 10:00 AM-1:00 PM. Free for all participants..** Please contact Tom Hall at 617-973-8692 or <http://www.sowmba.state.ma.us/> for on-line registration.

For Aspiring Entrepreneurs, Residents & Start-Ups

[Exploring Entrepreneurship Information Session](#)

Learn about resources available to assist entrepreneurs and start-ups from federal, state and local organizations and government agencies. **Upcoming information sessions, Monday, Sept 17, 2007 or Thursday, January 10, 2008, 8:00 AM-9:00 AM. Free for all participants.**

[Making Your Money Work](#)

Join our mailing list! Just enter your email address below

Learn how to get your personal finances in shape to reach your personal goals including planning for retirement, saving for a college education, buying a home and starting a business. Discuss how to set financial goals, establish budgets, improve spending and

[Join](#)

saving habits, understand and repair credit and reduce debt. **6 week Program, Tuesday evenings, October 9 through November 13, 2007, 6:00 PM-8:30 PM. Free for eligible participants and \$10.00 per class for others.**

[Steps to Starting Your Own Business Workshop](#)

Explore the risks and rewards of entrepreneurship and discuss industry trends, market research, business operations, and much more. Walk away with worksheets, tips, and tools to help you get started in business. **Upcoming workshop, Thursday, October 18, 2007, 8:00 AM-10:00 AM Free to all eligible Cambridge participants, \$35.00 for others.**

[Sell it on eBay](#)

Have you shopped on e-Bay, and now you would like to sell and ship? This class will teach you how to start your own home-based on-line business or diversify your existing storefront business by selling and shipping items online using eBay and the United States Postal Service. **Upcoming Workshop, Wednesday evening, October 17, 2007- 6:00 PM-8:00 PM. City of Cambridge, 344 Broadway, 2nd floor community room, Cambridge. Free for all participants.**

For Established Businesses & Start-Ups

[Power-Up! A Business Development Course](#)

A comprehensive course for existing entrepreneurs who wish to grow their business. Participants learn to write a business plan, find access to capital, develop revenue projection and manage cash flow. Marketing and promoting products and services are also covered. **13-week course, Wednesday evenings, September 19 through December 19, 2007-6:00 PM- 9:00 PM. Free for eligible participants. *Application required.***

[Financing For Your Business Information Session](#)

Learn about finance basics and ways to access financing. Review your credit reports, tax returns, and financial statements with a loan specialist. Also find out if you are eligible to receive Free business consulting and other services through the City of Cambridge. **Upcoming information sessions, Thursday, September 27, 2007 or Thursday, January 17, 2008-9:00 AM-10:00 AM. Free for all participants.**

[Holiday Marketing Strategies Workshop](#)

Learn creative and cost-effective marketing techniques to attract shoppers during the holiday season. Discuss how to become better competitors in the marketplace by making the most of the excitement surrounding the end-of-year festivities. **Upcoming workshop, Thursday, November 8, 2007, 8:00 AM-10:00 AM. Free for eligible Cambridge participants; \$35 for others.**

[Best Retail Practices Program](#)

This workshop provides Cambridge retail and restaurant owners with best practices in retail planning, design, marketing and advertising. Participants may be eligible for in-store consultations and grants. **Wednesday, October 3, 2007, 8:15 AM- 11:00 AM.** *Please contact Elaine Madden 617-349- 4618 or emadden@cambridgema.gov. Free for all Cambridge retailers.*

[One-on-One Consulting Sessions](#)

One-hour personalized consultation sessions are available for eligible clients throughout the year to address specific issues. **One hour sessions scheduled at convenient times throughout the year. Free for eligible Cambridge participants; \$50 for others.**

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